

SOUTH SEATTLE
EMERALD

**2023
MEDIA KIT**



WHO WE ARE

Nonprofit, hyperlocal, BIPOC-led media, amplifying the authentic narratives of South Seattle.

OUR READERS

Unlike advertising in regional publications, advertising with the *Emerald* connects you with the very people driving and walking past your door every day. South Seattle residents value shopping, dining, and supporting hyperlocally. **You can take your message directly to your local audience.**

OUR STATS

100,000+
average website
views per month

2,000+
Weekly email
subscribers -
*open rate well over
industry average*

38,759+
Social media followers
Facebook, Twitter, Instagram

data as of Dec. '22

OUR RATES

We do not believe in long contracts or excessive costs and understand that many of our advertisers are small businesses and organizations with limited funds.

Advertising with the *Emerald* is not only a way to support the organization, but to amplify shared causes and businesses we believe in.

Discounts available for bulk orders and grassroots community organizations. For more info, contact ads@seattleemerald.org.

WEBSITE SIDEBAR ADS

Your hyperlinked ad graphic will run daily in the primary sidebar of our website for the entire month.

☆ **Only \$400/month**

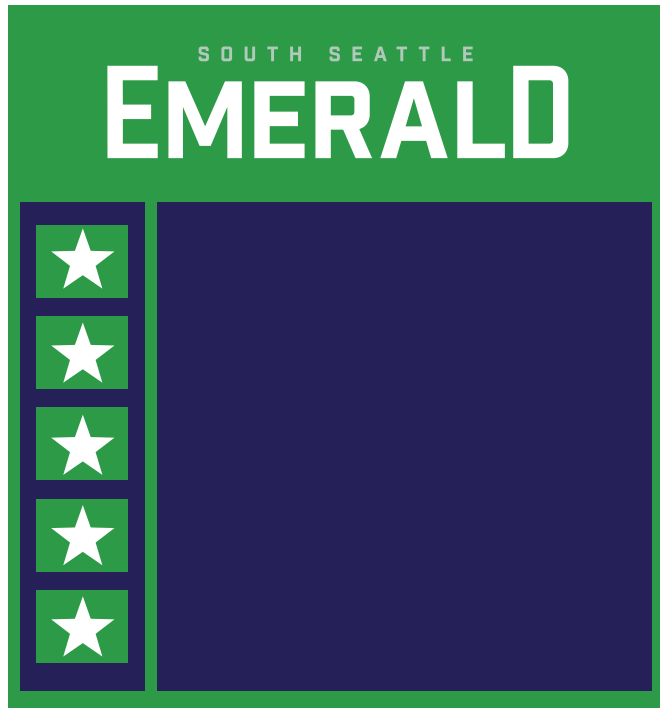
NEWSLETTER/NEWS GLEAMS ADS

Your hyperlinked ad graphic prominently placed in our popular Weekly Round-Up newsletter email or *in-line* in our weekly News Gleams articles.

☆ **Only \$110/week (for each placement)**

SOUTH SEATTLE
EMERALD

**2023 AD
SPECS**



WEBSITE SIDEBAR ADS

Your hyperlinked ad graphic will run daily in the primary sidebar of our website for the entire month.

- JPG or PNG graphic
- 175px W x (max) 300px H



NEWSLETTER/NEWS GLEAMS ADS

Your hyperlinked ad graphic prominently placed in our popular Weekly Round-Up newsletter or in our weekly News Gleams articles.

- JPG or PNG graphic
- 600px W x (max) 250px H

NOTE: Ad may not contain political advertising of any kind or inappropriate content.
(We reserve the right to refuse advertising deemed inappropriate or that doesn't align with our values.)

 **READY TO ADVERTISE WITH US?**

Please complete our brief online application: SeattleEmerald.org/Contact